AN INDEPENDENT DAILY NEWSPAPER

DEDICATED TO THE SERVICE OF THE PEOPLE, THAT NO GOOD CAUSE SHALL LACK A CHAMPION, AND THAT EVIL SHALL NOT THRIVE UNOPPOSED.

H. D. Slater, Editor-in-Chief and controlling owner, has directed The Herald for 14 years; O. A. Martin is News Editor,

EL PASO HERALD EDITORIAL AND MAGAZINE PAGE

Friday, November Tenth, 1911

THIRTY-FIRST YEAR OF PUBLICATION

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Leased Wire and 200 Special Correspondents covering Arizons, New Mexfoo, west Texas, Mexico, Washington, D. C., and New York.

Published by Herald News Co., Inc.; H. D. Slater (owner of 55 percent) President; J. C. Wilmarth (owner of 26 percent) Mismager, the remaining
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L. Sharpe, and John P. Ramsey.

"Who Runs The Herald?"

T THE TOP of this page today, appear fermal statements calculated to give currency to certain information about this newspaper that has been asked for not seldom of late. In some states, newspapers are required to print the names of their owners and responsible managers. There is no such law in Texas, but The Herald recognizes the value of such a requirement, and makes the proposed statement on its own initiative.

It is true that a modern daily newspaper is impersonal, and represents not so much the views of any one man or set of men, as the community sense, or at least the sense of a large group within the community. Still, while the old idea of "personal journalism" has almost wholly departed, a newspaper, to be influential and successful, must have definite personality behind it-in other words, it must

A daily newspaper performs duties of the highest importance, and its influence for good or evil in a community is very great. Most of its readers take from it not only their information, but also their point of view, or even find in it the basis of their opinions. Consequently a newspaper stands to its public in the character of a trustee, and in proportion as its reading public trusts or distrusts it, the newspaper is influential and successful.

On account of the close intellectual relationship existing between the newspaper makers and the newspaper readers, it follows that every reader has a moral right to know who owns, who controls, and who edits the newspaper which he habitually reads; and it is not only his right, it is his duty to know these things. A newspaper that is dominated by ontside interests, or that is run in the interest of some corporation, or that is edited by a mere salaried employe, or that is rendered unfair by political bias, is not entitled to the same consideration as a newspaper which is free from outside influences and is conducted strictly as a newspaper, with no other metive than to print the news and advance the public welfare.

The El Paso Herald's circulation has grown so large, and this newspaper circulates through so wide a territory, that the old sense of personal acquaintance Rend personal touch has largely given way to a broader relationship. Years ago, everybody who was at all interested in the ownership and editorial control of The Herald either knew or could easily find out. It is different now because of the very remoteness of parts of the paper's immense field, and because of the discrease in number of daily readers. Impersonality can be carried too far. The treaders of The Herald are entitled to know who is responsible for the newspaper they habitually read, and The Herald gladly gives them the information.

It is to be hoped that money orders will not hereafter be made payable to Abe-Martin, as they have been heretofore by subscribers who hunted unsuccessfully for The name of a proprietor or editor; it is to be hoped that nobody will hereafter Talsely ascribe the ownership or control of The Herald to any politician or any Business interest outside its own stockholders.

The facts as printed in the panels at the top of this page today go to show swhy the El Paso Rerald can afford to be absolutely independent, and why some bother newspapers cannot. They explain further why The Herald has year after year adhered to principles of strict integrity in dealing with the public, and invariably taken the course that would best serve the public good, while other papers have changed about with every little breeze, consulting only expediency,

The El Paso Herald has been under the same direction new for 14 years. During that time it has never received a cent from any source except legitimate advertising and subscriptions in the regular course of business; during that time it has never chosen a course or followed a policy on any other consideration than that of serving the public welfare; during that time it has never dealt falsely with fta public, either by misstating its circulation to advertisers, or by adopting an editorial policy influenced by considerations other than the public good, or by coloring its news to suit a one-sided purpose.

Every habitual reader of The Herald knows he can rely on its news as being fairly, impartially, truthfully, and fully presented. Every habitual reader of The Herald knows he can rely on the editorials as being at least honest and sincere, and standing for the public welfare always, never for any selfish private interest. In these 14 years, never once has The Herald opposed any good cause, or failed to support a worthy one.

The publication of the names of the owners and active editors and managers of the El Paso Herald is made solely from a sense of responsibility to the public, not from any desire for personal recognition. And, having been in the newspaper business for 21 years, the individual who chiefly directs the policy of the El Paso I Herald well knows that a newspaper is a much larger and more important institution than any individual connected with it. He knows that the influence of a atrong newspaper is a hundred times as great as any individual can command among his friends and acquaintances. Those having to do with the actual labor of its making, sink their individuality to a large extent in the greater individuality of the newspaper; and it is the newspaper, not an individual, that speaks through

One more point about which there is often question: The editorials in this column are, and have always been, written by the chief editor, except occasionally lwhen he may have been absent from the city. Hereafter the authorship of the editorials will be plainly indicated. In the 14 years under the present editor, he has written for The Herald approximately 10,000,000 words, equivalent to more Ithan 200 painted volumes of 300 pages each, the usual size of a standard popular movel. In its seven year fight against public gambling, which finally resulted in blasning up the city, The Herald printed 1,000,000 words of news and editorial bearing on the campaign for decency in which it was the acknowledged leader, and lef this amount of printed matter, the editorials alone, containing several hundred thousand words, would make many good sized printed volumes. Volumes have been written in establishing the Rio Grande reclamation project. Volumes more about city improvement. Volumes more for good government. Volumes for child saving, and for humanity, and for practical education. Whole libraries for the development of southwestern resources. And so it goes-10,000,000 words sent out on their mission of influencing the public mind for good, and imparting needful information, and every ningle word written in sincerity, honesty, and unequivocal public service.

The El Paso Herald has always been a constructive, never a destructive force In El Paso and in the Great Southwest. Its influence has invariably been to better the conditions of living and prevent waste, never to promote the exploitation of the public for selfish ends. Its record in all respects is open to the most searchting inspection; for we know that not a single instance of betrayal of public trust span be found.

One-Sentence Philosophy

(Chicago Tribune.)

A life is holy in the measure that it makes lives really happy. Resources for tomorrow depend on reserves made today.

The best proof of a great religion is its use on small occasions, The only way to digest a good ser-mon is to do what it suggests. The presimist always puts his best corns forward in a crowd.

Some folks try to get rid of a man's faults by advertising them, You never can express the factor of man in terms of the dust alone

Every man knows just how to play the game until he goes to the bat, This would be a dreary world to some if their neighbors were all good. Faith is always foolish to those who have their eyes in the feed trough.

POINTED PARAGRAPHS,

A circle of friends is nice to have The good we do is an excellent anti-dute for the ill we think.

Blience is indeed golden to those who are paid to keep quiet. Men who travel on their nerve are not to become nervous wrecks.

(Topeka Journal.) In married life the parlance of the

When a girl says she dearly loves house work the chances are that her folks have a few servants around. Occupying a prominent place among the enthusiastic pedestrians are those folks who cannot arrord horses and carriages or autos.

The man who passes considerable time each day cranking up an automobile would probably kick if he was asked to devote the same attention to

GLOBE SIGHTS. (Atchison Globe,)

Why do people enjoy being mean? What a lecturer needs is a good agent, not a good lecture. Employers don't pay enough; em-

People generally charge a man with being a bigger fool than he really is. How many times a day do you com-mend? How many times during a day do you find fault?

Those on the inside of the house for-set all about the one holding the horse for them on the outstee.

What is the chap who catches on at the proper time and tets go at the psychological moment.

What will it profit a man to behave in all other particulars, and then be psychological moment. Any man can inhern money it gives are opportunity, but when it cames to keeping it—well, that's another story.

UNCLE WALTS Denatured Poem

Y NEIGHBOR is a millionaire, whose brow is seamed with lines of care His eyes are ead, his hair is gray, he seems in trouble every day. He's always brooding, deep and hard, while I go prancing round my yard as happy as the bumble bees that sting men with their snickersness. I've noticed

THE RICH MAN'S BURDEN

that as men grow rich, accumulating bones and sich, their carefree manner disappears, they seem distantacht by doubts and fears, I've never seen a rich man yet who didn't walk the floor and fret. The more he

likes the golden flood, the more you'll find him sweating blood. And that is why on hear me cry that worldly riches come too high. The simple joys are far the est—the joys by workingmen possessed, the joys that do not cost a pile—they are the ones that make you smile. I fuss around my shack all day and chase the re-eyed wolf away, and curry down my spavined plug (which doesn't, trotting, go "chang-chang") and paint the pump and milk the cow, and pack in kindling for the frau, and have more solid pleasure there than any worried milliomire.

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The Daily Horrorscope

By T. K. Hedrick

The "Gink" Says:



(November 10-Look out for squalis! Saturn is in opposition to the um today, and the configuration may be reflected in mortal affairs in the form of rebellions against authority; upheavals of anarchy, riots and broken heads. It is a day just suited to insurgents of all kinds, but particularly for the kind that is purely destructive in tendency, and has nothing to offer in place of what it would destroy. Beware of bogus reformers, and malicious critics. Of course there is always much to reform and criticize, but the acid test of these activities is to ascertain what they would offer to do if given authority-also to require a bond for performance. However, let us not "view with alarm," general raction now and then is desirable, as demanding of those in authority to prove that they are "on the job" in a competent way. No burt can be taken by the thor-

nighly capable and honest. Bring on your riots! (Copyright, 1911, The Adams Newspaper Service.)

"That is quite natural. You are a nere child compared to me. I can tell by your eyes that you were only ? ears old when I graduated. This strange assertion incited my riosty, We figured it out and found

"When my friend and I both ex-essed our astonishment at this won-rful sagacity, Dr. Malortic answered,

"The thing is this genticinen, I have studied eyes for years, their psychology as well as their physiology. The eye, men's most precious ergan, no longer holds any secret for me. To me the window of the soul stands wide open, and I am able to see the most secret thoughts of anybody by simply secret thoughts of anybody by simply the doctor, whose hands were dripping with blood.

The man rushed towards us.

looking into his eyes. I am the confessionary as well as the judge of the
people I meet.

"Was he joking? His bright gray
eyes were looking at us firmly with a
peculiar penerating expression.

"Sight," he went on, almost in a
whisper, and we listened to him spellbound. "Sight Have you ever thought
of this remarkable word? Isn't it
strange that we have found a word
good."

With blood.

"The man rushed towards us.

"Help me. He is insane I tell you.
I came to consult him for a simple
complaint and he has cut my one eye
out. He is mad, raving mad?

"The doctor calmily walked up to us
and said.

"The doctor calmily walked up to us
and said.

"The doctor calmily walked up to us
and said."

d an eyeapple perceives color and wonderful discovery. The inner light.

The inner light, gentlemen. How should

"The doctor at the same time interested and worried us.

"You smile," he said, "but you should not do so. One must be blind to be able to understand fully Mother Nature's wonderful care. The blind never smile. Blindness, gentlemen, blindness. Did you ever really stop to consider the nameless calemity Milton described as only a blind man can do it?" I must the prought the police, it was the most dreadful moment of my life. Your Honor.

"Yes, the doctor was mad. Overwork had slowly broken down his wonderful discovery of the inner light, gentlemen. How should the poor ignorrant man be able to understand that? Don't listen to him."

"We understood now that Dr. Malortic bad gone insame.
"I am still unable to understand how we succeeded in overpowering the madman and locking him up in his office until the lanter brought the police, it was the most dreadful moment of my life. Your Honor.

"Yes, the doctor was mad. Overwork had slowly broken down his wonderful discovery of the inner light, the poor ignorant man be able to understand that? Don't listen to him."

"I am still unable to understand how we succeeded in overpowering the madman and locking him up in his office man and locking

born of heaven."
"The doctor moved closer and whis-

pered:
"This sacred light I will enable the his only victims, francant greatur This sacred light I will enable the blind to perceive. I have conquered ignorant creatures, who were really darkness. You will soon hear about me. for my discovery will very shortly do away with blindness. There are to be no more blind people in the world. "We listened to him in astenishment, and did not know what to think of this doctor, whose skill as an oculist was known all over the world." The inst patient, who had consulted

mankind."

"Dr. Malortic shrugged his shoulders.

"How can you doubt my word when
I say my discovery is practicable? To
convince you, I should like you to come
to my office in Rue de Varenne tomorrow, there you will see with your
own eyes. Yes, you will see, He
laughed a strange, uncanny laugh.
Genlos habent sed non videbunt. But
I must leave you now! I have an important engagement. I shall expect to
see you between 2 and 4 tomorrow at
my office.

"He shook hands with us and left.
"What, do you think of him." Daurimler asked.

"He shook hands with us and left.
"What, do you think of him." Daurimler asked.

To tell the truth,' I replied, 'I think him rather a little off, as scientists often are on a certain point. His discovery must have affected his nerves."

"How can I help it? Malortic is famous and when he makes an asser-tion you are bound to necept it."
"Perhaps you are right. At any rate it will be interesting to meet him again

"We arranged to take lunch together he next day before going to Malortic,

Culm yourself. It is for your own

Suddenly the doctor burst out into

a mad laugh which removed our last

was known all over the world.

"Well, doctor, I said rather embarrassed," If you theory holds good in practice you will be known forever as one of the greatest benefactors of mankind,"

"De Malorto."

the young women of the city, all unfoling a famous passage from Oscar 'lide's noted opera, "Salome." In fact the moon did look queer. A

The exact cause of the phenomenon old not be learned last night, but

Men Prominent In Many Professions Backing New Religion Forward Move

Brotherhoods of Churches Combine for Campaign and Expert Workers Are Entered in Every Field.

By Frederic J. Haskin

THE OCULIST

The Herald's Duly Short Story

The Herald's Duly

lation of personal instations to special meetings. These at most needed as a preparation for the eight day's campaign. It is for that after this concentrated effort in stery city there will be enthusis sm sufficient to lessen the need of so cial attempts to attract attention. But since in some cities this eight "ays" campaign will not be bestiant for several mentins the publicity formulates is working vigorously for it. "One of the leaders in this campaign is a professional evangelist. Most of them are laymen who have spent the reader of so call attempts to attract attention. But since in some cities this cight 'ays' campaign will not be beginn to several menths the publicity of the several menths the publicity. The commendation of the several menths the publicity of them are laymen who have spent the preater portion of their lives in industrial or commoncial purnuits and have have spent the preater portion of their lives in industrial or commoncial purnuits and have had a unique experience which influenced them to dedicate themselves to Christian work. One of them, who is especial message which would be helpful to other men. Some of them have had a unique experience which influenced them to dedicate themselves to Christian work. One of them, who is especially more and the self-thing adventure there in which he almost just his life. By almost superhumsus effort he dragged himself across miles of ity fields resolving that if his life. The almost superhumsus effort he dragged himself across miles of ity fields resolving that if his life in the country of the country and almost of the social service team of experts is a member of machinists. On the country and a to be pohous. The leader in the work for the country and a to be pohous. The leader in the work for the country and a transition of the social service team of summerous other and the pohous the country of the country and the country and the country and the pohous the country and the

the next day before going to Malortic, could not be learned last night, but and the mean was generally attributed to atmost a house where the doctor had his office, and old servent who was rather deaf, opened the door. She took our cards the mean was decorating in honor of the state of New Mexico.

The state canse of the phenomena at you saint and tooks at you saint and tooks at you saint and tooks at you want to choke him, an 'den you do shout not havin' no friends as long and survey of the churches and the mean was decorating in honor of the mean was decorating in honor of the state of New Mexico.

The state canse of the phenomena at you saint and tooks at you want to choke him, an 'den you do shout not havin' no friends as long and survey of the churches and ing and survey

Abe Martin



therefore crite pessible that our newer knowledge may lead to some better four of medication than our crude methods of the present time. The psychical element is said now to be of such importance in the promotion of good digestion that even persons sick with fever should be given an appetizing and generous dist. The main point to be grasped, howeven is that any trouble affecting the body in any part or the mind will injuriously affect the digestion, and that a liking for a particular food tends to help digestion.

In a statement made with regard to the request of some of the church to see that the peace was not disturbed and stayed there long enough to see there was no disturbance; then I got the keys from the janitor and left Harold in charge, so that in case there was any trouble, it could be prevented. I was acting in the capacity of a peace officer and did not break in."

Mirandy On Our Friends, the Enemy (Reproduced, by Permission, from the November Number of "Good Housekeeping" Magazine.)

By DOROTHY DIX

IS mawnin'," sald Mirandy, mo' for you dan forty-leven friends D "as I was a-feichin' you did. "'An' de funny thing is dat we'll de

can indulge in, an' dat's why de folke dat get rich don't have none. You don't hear of nebody whut's hangin' on de neck of dat Mr. Rockingfeller or dat loves Mr. Carnegle lak a brother, does you?

"But enemies is cheap. You don's have to buy no drinks for 'em, nor waste no time entertainin' 'em, nor set up wid 'em when der is siek. All dat dey expect from you is des to give 'em de cold shoulder an' a discentemptacus look when you passes 'em by:

"We talks a lot of foolishness about the power of love, but it's de power of hate dat makes us git up an' do things. As long as we are in de becom of our friends, who lak us no matter wedder we do anything or not. We lest estile back an' takes life easy. But des let a enemy come along, one of dese heah snearin', fleerin devils dat looks at you slanch wise, an' laughs a laugh dat makes.

"Text's whut makes me say what I do Sis Marthy. Lon't you worry some